



Metropolitan Offices
1441 Drummond Street
Telephone 849-5331

Young Men's Christian Association of Montreal

approximately 140 words

FOR RELEASE: AFTER 8.00 pm, Wednesday September 18th, 1968

YMCA DRIVE
FOR \$340,000
OVER THE TOP

W.N. Hall, president, announced that the \$340,000 objective of the Montreal YMCA's 1968 financial campaign has been topped by some \$600.

The goal was the biggest ever set for an annual Y drive in Greater Montreal, he told a gathering of key leaders at a dinner meeting in the association's Downtown Branch.

"The success of the campaign can be interpreted as a warm vote of confidence in the purposes and work of the YMCA," suggested Mr. Hall.

During the current year, the funds will help the Y to maintain, update and develop new programs for young people, become more deeply involved in community problems and broaden its range of services to individuals and groups.

The campaign was headed by J.W. McGiffin, president of Canada Steamship Lines, with Lorne G. Main, vice-president, Hawker Siddeley Canada, as general vice-president.

E. Paul Zimmerman, president, Reader's Digest (Canada), and Paul A. Côté, assistant general manager and a director of

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Molson's Brewery, were, respectively, chairman and co-chairman of the Special Names drive.

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For further information please contact:

Bill Sher
849-5331